

# Fourth Reconciliation Action Plan

March 2015 – March 2018

## Contact details

SBS Corporate Social Responsibility  
Brigitte Salden  
Telephone (02) 9430 3065  
Email: [bee.salden@sbs.com.au](mailto:bee.salden@sbs.com.au)

SBS Sydney Postal Address:  
Locked Bag 028  
Crows Nest NSW 1585

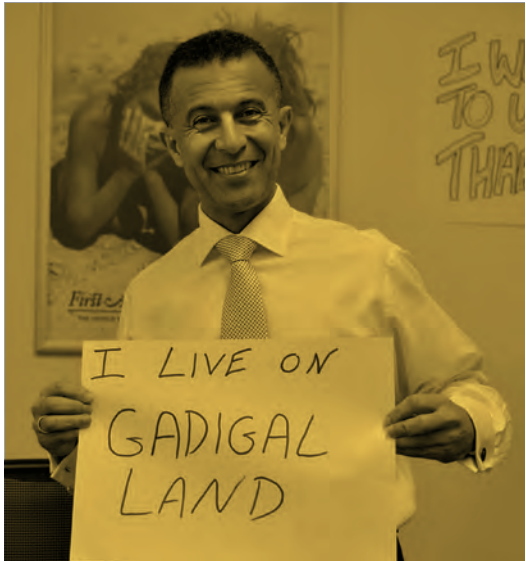
Street Address:  
14 Herbert Street  
Artarmon NSW 2064

Telephone: (02) 9430 2828  
Free call 1800 500 727 TTY  
via NRS 1800 555 677  
ask for 1800 555 727

▶ NITV concert cast portrait - NITV free-to-air launch 12/12/12 from Uluru the cultural heartbeat of our nation. This special two hour broadcast event was hosted by Stan Grant and Rhoda Roberts, and featured the: From the Heart of Our Nation Sunset Concert which showcased the talents of Australia's finest Indigenous performers including Archie Roach, Christine Anu, Troy Cassar-Daley, Warren H William, Tjupai Band, Casey Donovan, Dan Sultan, Frank Yamma and hosted by Ernie Dingo.  
Photo: James Morgan







SBS Managing Director, Michael Ebeid



SBS RAP Co-Chair and Legal Counsel, Lesley Power



The Acknowledgement Project

Reconciliation Australia congratulates Special Broadcasting Service (SBS) on the release of its 2015 – 2018 Stretch Reconciliation Action Plan (RAP).

Since the launch of its first RAP in 2008, SBS has continued to support national efforts to close the gap and increase understanding between our nation's First Peoples and the wider Australian community. This new three year plan will continue to invest in setting clear and measurable outcome targets to expand the impact and reach of these stretch goals.

This RAP builds on the framework of creating an environment for stronger relationships and building opportunities. It focuses on strengthening recruitment and retention of valued employees by producing meaningful career pathways and consolidating solid employment strategies within the organisation.

Through this RAP, SBS has set targets around production and promotion of content across all platforms, telling the stories of Australia's First Peoples and increasing awareness of Aboriginal and Torres Strait Islander peoples' contribution to our society. It aims to boost engagement and procurement with First Australian businesses through the Supply Nation Membership program and by implementing an Indigenous Employment Strategy that will ensure that at least four of the organisation's 'Top 80' leaders are Aboriginal or Torres Strait Islander by 2018. We also commend SBS on the SBS Foundation initiative which supports grass roots organisations and its continued leadership in the Media Reconciliation Industry Network Group (RING).

Congratulations to everyone at SBS on their commitment to expanding partnerships and building on relationships with Aboriginal and Torres Strait Islander communities and stakeholders. Best wishes as you continue on your reconciliation journey.

**Justin Mohamed**  
Chief Executive Officer  
Reconciliation Australia

SBS holds a special place in the Australian media landscape, with a purpose to inspire, promote diversity and contribute to social cohesion. A central facet of that role is SBS's solid commitment to reconciliation in Australia.

Over our 40 year history, SBS has demonstrated a commitment to exploring and celebrating Aboriginal and Torres Strait Islander cultures and nurturing the development of Aboriginal and Torres Strait Islander broadcasting. Through our RAP preceding this, we've sought to embed within the organisation our pledge to contribute meaningfully to closing the gap, and we are proud of what we've achieved so far.

In 2012, SBS welcomed National Indigenous Television (NITV) to the organisation and brought to all Australians the first national free-to-air TV channel dedicated to producing programs predominantly by, for and about Aboriginal and Torres Strait Islander peoples. NITV provides an essential voice for Aboriginal and Torres Strait Islander people, with 97 per cent agreeing that NITV makes them feel proud of their cultures. It is a trusted source of information for our viewers, telling untold stories, which are relevant to all Australians.

Our news and current affairs programs, including NITV News, Living Black, and Awaken, are dedicated to exploring the issues affecting Aboriginal and Torres Strait Islander communities, whilst also driving the careers of many young journalists and producers who have gone on to make a big impact on the national media landscape.

This in-house expertise not only strengthens our content offering, but allows us an opportunity to share those skills with the next generation of Indigenous media practitioners. SBS has a highly successful Legal Indigenous Cadet program, and in 2013 also established the SBS NITV Media Mentorship program with Macquarie University to support the education of Aboriginal and Torres Strait Islander media students. In every aspect of our organisation, a commitment to nurturing Aboriginal and Torres Strait Islander media careers is at our core.

By working with Reconciliation Australia's RAP framework and creating an environment for achieving ambitious targets, SBS's RAP 4 will focus on strengthening recruitment and retention of valued employees by producing meaningful career pathways and growing the impact and reach of our Aboriginal and Torres Strait Islander content for all Australians.

SBS considers its unique ability as a public broadcaster to offer all Australians a window into the stories, histories and cultures of Australia's First Nation's Peoples a privilege, and also a responsibility.

Through RAP 4 we continue our commitment to contributing to reconciliation in Australia and look forward to delivering on the many exciting initiatives and goals set out in this plan.

**Michael Ebeid**  
Managing Director & CEO, SBS

Aboriginal and Torres Strait Islander people make up 3.1 percent of the Australian population.\* The number might not be big, but the challenges, successes, diversity and complexities of the various nations are huge. As we know, whilst reducing in some areas, the gap between the life outcomes of Aboriginal and Torres Strait Islander peoples and those of other Australians remains too large. It is for this reason the impact of the commitment of major organisations like SBS to raising the profiles and prospects of Aboriginal and Torres Strait Islander peoples is about more than just numbers. For every person employed, a whole generation can be influenced, for every Acknowledgment to Country we provide, an entire group of people feel proud and empowered. And every time we find a new way to communicate our goals and ambitions, we influence more people to join our journey.

SBS launched its first RAP in 2008 and this is our fourth edition. Its release also marks four years of unprecedented growth in the organisation's ongoing commitment to using its special place as a public broadcaster to contribute meaningfully to reconciliation by, exploring and celebrating Aboriginal and Torres Strait Islander cultures and bringing those stories to a national audience. In RAP 4, the SBS Leadership team has integrated its efforts to reach RAP objectives into day-to-day business and the vision for employment doesn't rest on entry level job opportunities but looks at the bigger picture where career pathways inside SBS are opened up and a minimum of four per cent of senior organisation leaders will be Aboriginal or Torres Strait Islander ensuring First Nation Peoples perspectives also become a part of the everyday culture of everyday business. Additionally, commitments to communicating the work and activities of the RAP committee will give more SBS employees opportunities to join the RAP journey because the more people that join us the more powerful we will be in our efforts to close the gap and work with Aboriginal and Torres Strait Islander peoples in a mutually beneficial way.

The release of SBS RAP 4 isn't just for Aboriginal and Torres Strait Islander peoples, it's for everyone. On behalf of the RAP Committee we hope to see as many people as possible help SBS to make the outcomes of this RAP the most successful yet.

**SBS Co-Chairs**  
Catherine Liddle and Lesley Power

(\*Australian Bureau of Statistics)



## Our Vision for Reconciliation

SBS is committed to playing its part in supporting national efforts to close the social, economic and health gap and increase understanding between Aboriginal and Torres Strait Islander peoples and the wider Australian community. In its role as a national public broadcaster with a unique Charter to encourage social cohesion, Aboriginal and Torres Strait Islander broadcasting and employment is steeped through SBS's 40 year history.

SBS is leading the way in promoting stories of First Nation Peoples, by increasing awareness of the contribution of Aboriginal and Torres Strait Islander communities to Australian society and building our nation's capacity to learn from Aboriginal and Torres Strait Islander peoples, cultures, histories and achievements.

In this RAP, our ambition is to be a leader in the media sector and broader Australian business community in celebrating the achievements of Aboriginal and Torres Strait Islander peoples and communities through news and current affairs and distinctive storytelling. We also strive to build on our contributions by providing employment opportunities for Aboriginal and Torres Strait Islander peoples across a diverse portfolio of roles so as to create pathways for professional achievement.

As home to NITV, the nation's only national free-to-air television channel dedicated to producing stories predominantly by, for and about Aboriginal and Torres Strait Islander peoples and communities and Australia's longest running Aboriginal and Torres Strait Islander current affairs program, Living Black, SBS has links and insights to Aboriginal and Torres Strait Islander communities which allows us to contribute meaningfully to the national conversation about reconciliation.

▶ Jimmy Little (right) with Brendan Gallagher in Sydney together as they celebrate 10 years since their recording of the album, *Messenger* on 23rd September 2009. Brendan performed "Secret Country" and Jimmy Little's "Royal Telephone" at the SBS RAP 4 launch in March 2015.

Photo: Dallas Kilponen/Fairfax Syndication





## Who we are



## Who we are

SBS was established as an independent statutory authority on 1 January, 1978 under the Broadcasting Act 1942. In 1991, the Special Broadcasting Service Act 1991 (SBS Act), came into effect and SBS became a corporation.

With a background as Australia's multicultural broadcaster, SBS holds a unique place in the Australian media landscape.

As described in the SBS Charter, SBS's principal function is to provide multilingual, multicultural and Indigenous radio, television and digital media services that inform, educate and entertain all Australians, reflecting Australia's diverse society.

SBS carries out this function through an ever-increasing number of distribution platforms including free-to-air television channels, subscription television, analogue and digital radio, online, and via mobile devices and apps.

Our purpose is to inspire all Australians to explore, appreciate and celebrate our diverse world and by doing so, contribute to a cohesive society.

Our goals are to deepen Australians' engagement with content that reflects our Charter and to grow audiences.

SBS employ 1300 people (full and part time), 47 Aboriginal or Torres Strait Islander employees and more than 100 employees from diverse cultural backgrounds who speak over 80 languages.

The bulk of SBS funding - about 70 per cent - comes from Federal Government appropriation. The remainder of SBS's operating budget comes from SBS's commercial activities, which include advertising and sponsorship, and sales of goods and services.

The radio network began in 1975 with two experimental radio stations - 2EA in Sydney and 3EA in Melbourne - broadcasting four hours a day in seven and eight languages respectively. It was a three-month experiment in multilingual broadcasting, confined to Australia's two largest cities. SBS Radio today broadcasts 24 hours a day, seven days a week on AM and FM frequencies in Sydney, Canberra, Wollongong and Melbourne, and is heard Australia-wide on a national signal that reaches all capital cities and many regional centres, as well as on digital radio, digital television and online.

SBS Television began in 1980 and it too started first in Sydney and Melbourne. Gradually other cities as well as regional and rural centres joined the network. Today SBS reaches over 12 million Australians\* each month across our TV networks.

In an historic day for Australia, on 12/12/12 a dedicated Indigenous television service was made available for all Australians free-to-air for the first time, when National Indigenous Television (NITV) began broadcasting free-to-air as part of the SBS suite of channels. The free-to-air launch of NITV marked an important milestone in Australian broadcasting and a major leap forward for the growth of Aboriginal and Torres Strait Islander broadcasting. SBS was incredibly proud to bring NITV content to every Australian household. With NITV part of SBS, the organisation is able to reflect Australia's diversity in a way no other broadcaster has before.

### The SBS FOUNDATION

The SBS Foundation was established in 2009 to promote the work of community organisations and Australian charities which have an alignment with the SBS Charter by providing advertising time on television to promote their activities. The SBS Foundation seeks partners from the creative arts, multicultural, Indigenous, environmental, health, regional and sport sectors. A number of Indigenous organisations have benefited from SBS Foundation support through free television air time on SBS ONE, SBS 2 and NITV to promote awareness in the Australian community of their initiatives and activities.

### The MEDIA RING

In an industry first, in 2009, SBS joined media organisations, producers and funding and training bodies to form the Media Reconciliation Industry Network Group (RING), a collective which aims to support and promote reconciliation in the media sector.



Mark Ella



Michelle Lovegrove



Sean Choolburra and Karla Grant



Natalie Ahmat

◀ Uncle Max and Torres Strait Islander dancers at the World Indigenous Television Broadcasters network meeting at SBS.

\*Sources OzTAM Metro and RegTAM Regional FTA Inc WA; SBS ONE, SBS 2 and NITV; 01/07/2013-30/06/2014 Sun-Sat 02:00-25:59; Total Individuals Inc Guests; Cume ATS View, Consolidated (Live + As Live + TSV), and McNair Ingenuity Research. Media Consumption Research Amongst Aboriginal & Torres Strait Islander Peoples. May 2014



## Our suite of channels

**SBS ONE** showcases the very best of SBS content for all Australians. It delivers a unique range of commissioned and acquired shows across news, current affairs, documentaries and entertainment. SBS ONE pushes the boundaries of Australian television to provoke debate, as well as surprising and delighting its audiences.

**SBS 2** is the home of emerging culture for a 16-39 year old Australian audience. It challenges the status quo of content across television and online; has a responsive relationship its audience; and combines a unique Australian perspective with the best of cult shows from around the world.

**NITV** is Australia's national free-to-air Indigenous television channel which brings programming produced predominantly by, for and about Aboriginal and Torres Strait Islander people to all Australians.

**SBS Radio** is a trusted source of Australian news and information in-language, broadcasting 74 language programs on analogue, digital radio and digital television; and is the most linguistically diverse broadcaster in the world.

**SBS Online** is SBS's distinctive web portal of online content which adds depth and context to the SBS television and radio offering through cross-platform programming and exclusive online projects. Home to SBS ON DEMAND, SBS's catch-up viewing service, available on more platforms and more devices than any other Australian catch-up service.

**World Movies** showcases the best films from across the world in over 70 languages from more than 45 countries on subscription television, and is home to the iconic World Movies Secret Cinema.

**SBS DISTRIBUTION** offers SBS content to audiences through the sale of CDs, DVDs, magazines, books and online products to increase reach, deepen engagement, generate revenue and extend the SBS brand.



▶ **The Mangrook Footy Show.**  
An infectious mix of personalities, humour, analysis, information and Indigenous history and culture all jam-packed in a weekly football program (television show) broadcast nationally on NITV.

▶ **Adam Goodes,**  
2014 Australian of the Year.  
Adam is a great role model and advocate for the fight against racism both on and off the field and participated in the SBS RAP 4 launch.





## Our RAP Journey

SBS launched its first RAP in 2008 to coincide with the broadcast of its landmark series First Australians, which chronicled for the first time the history of Australia from a perspective of Australia's First Peoples.

First Australians explores what unfolds when the oldest living culture in the world is overrun by the world's greatest empire. The story begins in 1788 in Sydney, with the friendship between an Englishman (Governor Phillip) and a warrior (Bennelong) and ends in 1993 with Koiki Mabo's legal challenge to the foundation of Australia. First Australians chronicles the collision of two worlds and the genesis of a new nation.

The community consultation process was a significant part of the process of making this series. Consultation with the descendants of those whose stories were told was conducted through a process of checking the content of scripts, usually face to face, seeking permission to film in locations, showing the rough cut of the film for comment and showing the film at fine cut. The priority in making this series was to ensure the cultural content and the rights of Aboriginal and Torres Strait Islander peoples were respected when producing the material. This precedent remains important today, as reflected in this plan, as we vow to influence and assist the media sector on the importance of implementing Aboriginal and Torres Strait Islander production cultural protocols and guidelines.

Since 2009, SBS is proud to have been an active member of the Reconciliation Industry Network Group (RING), leading and advocating proposals and contributing SBS resources towards outcomes that enhance the role of the Australian media in activities and initiatives to close the gap and to provide opportunities for Aboriginal and Torres Strait Islander media career pathways.

In 2011, RAP goals were integrated into SBS business priorities and key performance indicators, bringing these objectives to the forefront in key business considerations. SBS's second and third reconciliation action plans focussed on three overarching SBS objectives: Lead, Build and Output which built on an internal framework of delivering-long term as well as more immediate actions. From this a sub-committee was formed to assist in delivering these three goals which were aligned with Reconciliation Australia's three objectives. Although this internal framework allowed SBS to navigate through its internal business capabilities, RAP 4 will further streamline this process and focus on stretching targets around Reconciliations Australia's three principles of Respect, Relationships and Opportunities.

SBS holds in high regard the pioneering role that NITV has played in forging the way for a national Indigenous broadcasting service. The transition of over 40 NITV employees to SBS in July 2012 was a major development for SBS and Aboriginal and Torres Strait Islander broadcasting. The free-to-air launch of NITV as part of the SBS suite of channels in December 2012, from the heart of the nation in Uluru is a moment embedded in our organisation's history and a major milestone in the development of Aboriginal and Torres Strait Islander media. Since then, NITV has continued to grow and evolve within SBS and a cross-sharing of insights and understanding of Aboriginal and Torres Strait Islander peoples cultures with other programs and platforms at SBS has deepened and enhanced Aboriginal and Torres Strait Islander news and current affairs and cross-platform Aboriginal and Torres Strait Islander content delivery.

To coincide with the transition of NITV to SBS, SBS appointed a dedicated Senior Indigenous Policy and Stakeholder Relations Advisor charged with ensuring SBS's content and policies are relevant to the Aboriginal and Torres Strait Islander communities it services and enhances collaboration between SBS, NITV and its many stakeholders through the Media RING and in driving engagement with SBS and the broader Australian community on First Nation Peoples' issues.

In 2013, SBS commemorated National Sorry Day with an inaugural ceremony and demonstrated our support and commitment to healing the Stolen Generations by signing our personal pledge in our Sorry Day Pledge book. In the same year SBS took part in the Jawun pilot Indigenous Corporate Partnerships program seconding an SBS creative services employee to work with the La Perouse Youth Haven to create and produce promotional opportunities. These sorts of initiatives, which pair the skills of SBS employees with the needs within Aboriginal and Torres Strait Islander communities is an area the organisation is hopeful for exploring further.

Living Black celebrated 30 years as Australia's longest-running Aboriginal and Torres Strait Islander current affairs program in 2013 which was an incredibly proud moment for SBS. Its host Karla Grant is among Australia's most eminent Aboriginal and Torres Strait Islander journalists and has played a major role in nurturing the careers of young Aboriginal and Torres Strait Islander media professionals. SBS was proud to host and broadcast the SBS Deadly Awards Nomination event at SBS's headquarter in Artarmon. "The Deadlys" vision to showcase the achievements and contributions of Aboriginal and Torres Strait Islander peoples to our community and to Australian society was an important one.

SBS and its production partner Blackfella Films were incredibly proud to bring landmark network series, First Contact to all Australians in November 2014. First Contact shone a light on the divide between Aboriginal and Torres Strait Islander peoples and other Australians and went to the heart of the SBS Charter. Hosted by legendary journalist Ray Martin, the series took six Australians who had little or no contact with Aboriginal and Torres Strait Islander peoples and immersed them in Aboriginal Australia. Broadcast simultaneously on SBS ONE and NITV, with delayed broadcast on SBS 2 across three consecutive nights and complemented by a special Awaken: First Response program hosted by Stan Grant on NITV, First Contact reached over 2.31 million Australians and the hashtag #FirstContactSBS trended worldwide and number one on twitter in Australia.

First Contact was a true network event, bringing SBS's three channels and their distinctive audiences together, to successfully deliver this series to as many diverse Australians as possible and encourage them to join in a national discussion and debate.

Within SBS, employees have had many more opportunities to engage with and learn about Aboriginal and Torres Strait Islander cultures through activities around NAIDOC Week and Sorry Day. Commemorating significant moments in Aboriginal and Torres Strait Islander cultures has become engrained within SBS and the organisation's employees are passionate about our Aboriginal and Torres Strait Islander content and its contribution to the national conversation. A particular highlight for the RAP working group was the success of an Acknowledgement Project in which all employees were invited to learn about the Traditional Owners of a significant geographical location in their lives, with SBS Board and Executive members also participating. Aboriginal maps of these significant acknowledgements were displayed in SBS Sydney and Melbourne premises.

Threaded through this brief RAP history has of course been the delivery of high-quality Aboriginal and Torres Strait Islander content which speaks to a diverse audience. In addition to SBS's esteemed current affairs program Living Black, NITV earned its first Walkley nomination for news reporting, and current affairs program Awaken attracted its biggest ratings for a single program ever. NITV also earned its first TV Week Logie nomination for one of its fantastic children's programs. Our programming offering is complemented by ongoing stakeholder engagement including convening with Aboriginal and Torres Strait Islander producers and community leaders, producing the annual National Aboriginal and Torres Strait Islander Day Observance Committee (NAIDOC) Ball broadcast and supporting Indigenous Remote Communications Association (IRCA) media conferences, an Australian Indigenous Communications Association (AICA) national conference and the Community Broadcasting Association of Australia (CBAA) Conference. SBS featured in the Top 10 of Supply Nation's members in 2014 for its commitment to increasing the number of Aboriginal and Torres Strait Islander businesses considered in supplier contracts.

The SBS RAP is steered by the RAP working group who meet on a weekly basis, representing Aboriginal and Torres Strait Islander peoples as well as senior executives enabling a range of viewpoints, experiences and backgrounds. The group includes employees from the Legal, (Legal Counsel) and production areas (Supervising Producer, NITV News and Current Affairs), Corporate Affairs, Communications and Marketing areas, (Corporate Social Responsibility Advisor, Internal Communications Advisor, Senior Indigenous Policy and Stakeholder Relations Advisors) from both NITV and SBS. The broader committee meet on a quarterly basis to coordinate and carry out delivery of RAP actions.

The committee worked hard and consulted widely to develop RAP 4 which is fundamentally about delivering on our commitment to build on our contributions to closing the gap so far and extending our reach and targets. The RAP seeks to harness our insights and learnings to continue to utilise our unique position in the Australian media landscape to contribute meaningfully to national efforts towards reconciliation.



▲  
Sisters Ali and Mitch Torres from Kriol Kitchen.  
Self-confessed lovers of food, delve into the spicy world of local kriol cuisine from the Broome area of Western Australia on NITV.

## Relationships

Establishing and maintaining valuable relationships and partnerships with Aboriginal and Torres Strait Islander peoples and other Australians is crucial to our objective of being a reconciliation leader in the media, entertainment and advertising industries and enhancing our contribution to an inclusive society.

[illegible]

## Respect

Encouraging recognition and respect for Aboriginal and Torres Strait Islander cultures will help build our capacity to engage with and learn from Aboriginal and Torres Strait Islander peoples.

Action	Executive Sponsor	Responsibility Role	Timeline	Target
<b>2.1</b> Engage employees in cultural learning to increase understanding and appreciation of Aboriginal and Torres Strait Islander cultures, histories and achievements	Director, Corporate Affairs	Senior Advisor Indigenous Policy and Stakeholder Relations and Corporate Social Responsibility Advisor	January 2016 2017	- 100 per cent of all new and existing employees receive access to cultural awareness training through the People and Culture E-Learning module launched in January 2015.
			January 2016	- Annually review the E-learning module and include the RAP and reconciliation initiatives in SBS's induction procedure.
			January 2016	- Encourage new and existing staff to complete Reconciliation Australia's "Share Our Pride" cultural learning module and include the link to this (www.shareourpride.org.au) on the Our RAP page on the SBS Intranet.
			July 2015	- Develop and implement a cultural awareness training strategy for SBS which defines cultural learning needs of employees in all areas of SBS and considers various ways of which cultural learning can be provided (online, face to face workshops, cultural immersion).
			July 2017	- 100 per cent of Senior Management receive tailored cultural awareness training.
			July 2018	- Cascade cultural awareness training to SBS employees.
<b>2.2</b> Encourage SBS employees to use SBS established cultural protocols document to display respect to Aboriginal and Torres Strait Islander cultures, peoples and communities	Director, Corporate Affairs	Senior Advisor Indigenous Policy and Stakeholder Relations	January 2016	- Employees will continue to use the established SBS cultural protocols document around Acknowledgement of Country and Welcome to Country.
			July 2016	- Review SBS cultural protocol document in consultation with a Traditional Owner and Aboriginal and Torres Strait Islander staff to ensure it encourages a senior leader to reply to a Welcome to Country. - Invite a Traditional Owner to provide a Welcome to Country at significant SBS events. - Construct and circulate a list of key contacts for arranging a Welcome to Country where SBS offices are located. - Strongly encourage all SBS senior leaders to provide an Acknowledgement to Country at external events. - All employees, where they are representing SBS, are encouraged to provide an Acknowledgement of Country. - An Acknowledgement of Country is provided at all induction courses and in the Purpose and Values Training.
			July 2015	- Include an Acknowledgement of Country in all SBS and NITV employee signature blocks.
<b>2.3</b> Influence and assist the media sector around the importance of implementing Aboriginal and Torres Strait Islander production cultural protocols and guidelines	Legal Counsel	Legal and Codes Advisor	January 2016	- Review and update SBS Indigenous production protocols with Aboriginal and Torres Strait Islander employees and implement across all platforms.
			January, 2016 2017	- Promote the relevance and implementation of cultural protocols and guidelines for media professionals working with Aboriginal and Torres Strait Islander communities and content.
			January 2016	- Develop supplementary guidelines, including case studies.
			January 2016	- The refreshed updates will be made available to content producers and related training will be provided to relevant employees.
			July 2017	- SBS representatives to present the supplementary guidelines to the media RING and outline the importance of using Aboriginal and Torres Strait Islander cultural protocols and guidelines when producing new programmes.
<b>2.4</b> Provide the opportunity and support for Aboriginal and Torres Strait Islander employees to connect with their cultures and communities through celebrating NAIDOC Week	Director, Marketing	Corporate Social Responsibility Advisor, Senior Advisor Indigenous Policy and Stakeholder Relations	July 2015, 2016, 2017	- Encourage all SBS employees to participate in local NAIDOC Week community events. - Work with National NAIDOC Week Committee to discuss mutually beneficial opportunities. - Organise at least one event to celebrate NAIDOC Week in each SBS office. - Encourage Aboriginal and Torres Strait Islander employees to utilise cultural leave to attend local NAIDOC Week events.
<b>2.5</b> Increase and maintain Aboriginal and Torres Strait Islander presence in SBS TV, Radio and Online Content	Chief Content Officer	Corporate Social Responsibility Advisor	January 2016, 2017	- Promote at least two significant national Aboriginal and Torres Strait Islander events each year by aligning, where possible, television, radio and online content and providing on-air marketing support for a minimum of two national events. - Monitor and report on Aboriginal and Torres Strait Islander content (including Online component) to the Executive Committee for approval and consult with Aboriginal and Torres Strait Islander employees.



Opportunities

SBS can make a unique contribution to closing the social, economic and health gap by creating opportunities for the broadcast of stories about Aboriginal and Torres Strait Islander peoples and communities in Aboriginal and Torres Strait Islander languages across all platforms and establishing and encouraging business systems that are more inclusive of First Australian businesses.

Action	Executive Sponsor	Responsibility Role	Timeline	Target
3.1 Increase recruitment and retention of Aboriginal and Torres Strait Islander peoples within SBS	Director, People and Culture	Business Partner, People and Culture	March 2016, 2017, 2018	- Maintain 4 per cent of Aboriginal and Torres Strait Islander (47) employees within SBS/NITV.
		Senior Indigenous Policy and Stakeholder Relations	July 2015	- Investigate and provide proposal on career pathways and professional development opportunities for Aboriginal and Torres Strait Islander employees.
			March 2018	- Develop and implement an Aboriginal and Torres Strait Islander employment and retention strategy which considers a long term approach to increasing Aboriginal and Torres Strait Islander employment within SBS.
			March 2018	- Scope, develop and implement a mentor's program framework across all divisions consisting of the internal cultural exchanges/circular mentoring program for First Australian employees as an extension on our successful buddy system.
3.2 Increase opportunities for businesses owned by Aboriginal and Torres Strait Islander peoples to supply their goods and services to SBS.	Director, Marketing	Senior Indigenous Policy and Stakeholder Relations and CSR	March 2018	- Continue to offer at least 3 work place opportunities with SBS/NITV for Aboriginal and Torres Strait Islander students.
			March 2018	- Continue to advertise job vacancies in Aboriginal and Torres Strait Islander media. - Continue to ensure that at least one SBS Board Member is an Aboriginal or Torres Strait Islander person.
			March 2018	- Ensure that at least four of the 'Top 80' leaders at SBS are Aboriginal or Torres Strait Islander peoples by March 2018.
			March 2018	- Continued Supply Nation membership will build on our business opportunities and connections with First Australian Businesses.
			July 2015	- Apply Best Practice procurement processes so that SBS actively engages and includes First Australian businesses in tendering and all general operation procurement.*
			July 2015	- Update Purchasing Guidelines to make exemptions from normal purchasing procedures for First Australian suppliers for purchases up to \$20,000.
			July 2015	- Update Purchasing Guidelines to state when obtaining quotes where possible include a First Australian business or supplier as one of the quotes.
			October 2016	- Organise a "Meet the Buyer" event for Aboriginal and Torres Strait Islander business owners to understand SBS procurement process so they can provide goods/services efficiently.
			July 2015	- Develop and pilot a supplier diversity mentoring program for Aboriginal and Torres Strait Islander businesses.
			July 2015	- Develop a plan to publically promote business opportunities to Aboriginal and Torres Strait Islander businesses within SBS with a target of introducing at least 2 new businesses each year.

Tracking progress and reporting

Action	Executive Sponsor	Responsibility	Timeline	Target
4.1 Launch and publish SBS's Fourth RAP	Director, Marketing, SBS RAP Co-Chairs	Corporate Social Responsibility	March 2015	- Launch SBS's fourth RAP and distribute a copy to all employees. - Mentor Directors of each Division of actions relevant to their Division and how they can contribute. - Publish SBS RAP on intranet and www.sbs.com.au - Register SBS RAP on Reconciliation Australia's "RAP Online Hub".
4.2 Report progress, achievements, challenges and outcomes of SBS's fourth RAP	Director, Marketing, SBS RAP Co-Chairs	Corporate Social Responsibility	September 2015, 2016 June 2015, 2016, 2017 July 2015	- Complete and submit the RAP Impact Measurement Questionnaire to Reconciliation Australia annually. - Incorporate a report on SBS's Reconciliation Action Plan into the Annual Report. - Develop appropriate tools to monitor measure and report on SBS RAP initiatives.
4.3 Review and refresh a new RAP for SBS	Director, Marketing, SBS RAP Co-Chairs	Corporate Social Responsibility	March 2018	- Conduct a review to evaluate the effectiveness of SBS RAP. - Develop a new RAP for SBS which is based on our learning, challenges and achievements from our previous RAP for 2018 - 2021.



▲  
Anthony Hume, Indigenous Representative, Surfing Victoria from the Surfing documentary, "Korraiyn" (Sea).  
Korraiyn is the term for sea in the local language of the Wathaurong people of Victoria. This surfing documentary gives an insight into the deep connection that Aboriginal people have always had with the ocean and their cultural respect for the sea around the Bells Beach coastline.  
Photo: Ben Smith

(\*excludes Transmission and Distribution, Employment and Content)